

**PHILIP MORRIS U.S.A.
COMPETITIVE BAR/NIGHTCLUB ANALYSIS**

Presented To:
PHILIP MORRIS U.S.A.

27 August 1998

**Presented By:
Entertainment Marketing, Inc.
350 West Hubbard Street, Suite 430
Chicago, IL 60610**

2070809711



PHILIP MORRIS U.S.A.
Competitive Bar/Nightclub Marketing Analysis

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- Program Outline
- Photo Documentation

KOOL

- Program Outline
- Photo Documentation

PHILIP MORRIS U.S.A.
Competitive Bar/Nightclub Marketing Analysis

PROGRAM DESCRIPTIONS

CAMEL

National grass-roots Nightclub program focused primarily on "trend" and "alternative" venues attempting to increase brand share through the tactic of influence marketing.

WINSTON

The Winston program is highly unstructured and varies from market to market. The Winston brand targets key competitive and independent clubs, offering various visibility and promotional elements on a random basis in order to secure a verbal commitment.

LUCKY STRIKE

Grass-roots nightclub program in six (6) major markets focused on limited but high profile urban and suburban venues.

KOOL

The KOOL program in 1998 consisted of an on-premise music program/band competition ultimately selecting 30 bands from key markets to leverage their H.O.R.D.E. Festival sponsorship. In addition, the KOOL Racing Simulators were sold-in to key clubs in each racing market (regardless of the club's affiliation).

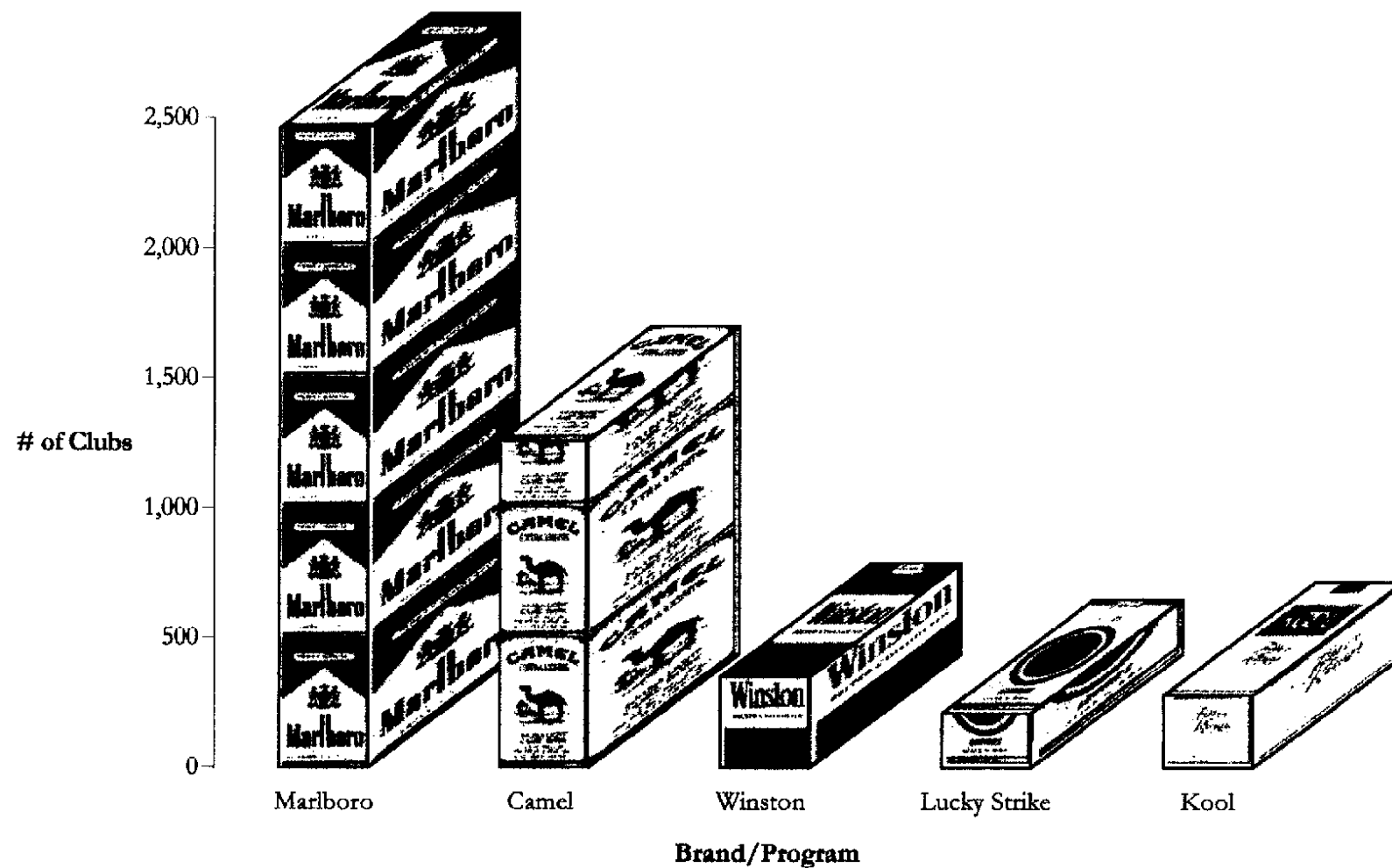
Industry Activity Update

(As of 8/26/98)

Market	MARLBORO	CAMEL	APA/CAMEL	WINSTON	LUCKY STRIKE	KOOL	OTHER
Atlanta	X	X	X	X		X	
Austin	X	X		X		X	
Baltimore	X	X	X			X	
Boston	X	X		X		X	
Buffalo	X					X	
Charlotte	X	X	X			X	
Chicago	X	X			X	X	
Cleveland	X	X				X	
Columbus	X		X				
Dallas	X	X	X				
Denver	X	X	X	X		X	
Detroit	X	X		X		X	
Ft. Lauderdale		X		X		X	
Harrisburg	X (Spoke)		X				
Houston	X	X		X		X	
Indianapolis	X		X			X	
Jacksonville	X		X	X		X	
Kansas City	X	X		X		X	
Los Angeles	X	X		X	X	X	American Spirit
Madison				X			
Memphis	X		X			X	
Miami	X	X		X	X	X	
Milwaukee	X	X				X	
Minneapolis	X	X					
Nashville	X		X			X	
New Orleans	X	X	X	X			
New York	X	X			X	X	Salem/Newport
Orange County		X		X			
Orlando	X (Spoke)		X	X			
Philadelphia	X	X	X				
Phoenix	X	X	X			X	
Pittsburgh	X	X				X	
Portland	X	X		X		X	Mercer
Raleigh-Durham	X		X			X	
Richmond	X		X			X	
San Antonio	X		X				
San Diego	X	X	X	X	X	X	
San Francisco	X	X			X		
Savannah	X (Spoke)			X			
Seattle	X	X					Moonlight
Spokane	X (Spoke)		X				
St. Louis	X	X	X	X		X	
Syracuse	X (Spoke)						
Tampa	X	X		X		X	
Tucson	X (Spoke)						
Washington DC	X		X			X	
Louisville				X			
Knoxville				X			
New Hampshire				X			
Rochester				X			
Charleston				X			
Lexington				X			
Huntington				X			
Birmingham				X			
TOTAL	43	29	22	28	6	30	

Presented by Entertainment Marketing, Inc./Chicago

1998 Total Estimated Clubs



2070809715

Presented by Entertainment Marketing, Inc./Chicago

The page is framed by a decorative border consisting of a repeating pattern of the Camel brand logo. Each logo features a silhouette of a camel standing on a small patch of ground, with the word "CAMEL" printed in a stylized font above it. The border runs along the top, bottom, and sides of the page.

CAMEL

Industry Activity

2070809716

PHILIP MORRIS U.S.A.
Competitive Bar/Nightclub Marketing Analysis

BRAND

Camel

PROGRAM ELEMENTS

- Cash:** \$3,500 to \$50,000 annually per club for promotional event and product sales. Additionally, many clubs are paid for posters and painted graphics (i.e. \$3000 for a 12ft. x 12ft. painted graphic). Camel no longer requires product exclusivity in all markets.
- Advertising:** The "Camel Page" runs weekly in the local alternative newspaper. 10-15 clubs are highlighted each week with their own descriptive paragraph. Quarter page advertisements are offered to clubs to highlight Camel sponsored music shows, guest DJ's and parties.
- Camel produces color flyers/postcards for special events and parties at their clubs. Camel pays for the graphic design and production.
- Every two months Camel produces Sweater Magazine and distributes it exclusively in Camel clubs. The majority of Camel clubs receive visibility in this magazine.
- Soft Goods:** Matches (co-op and branded), napkins (co-op and branded), coasters, ashtrays (plastic and ceramic) and stir sticks.
- Visibility:** Bar organizers, back bar merchandisers, server trays, posters, pool lights, pool accessories, bar towels, umbrellas, table tents, neons and painted wall graphics.
- Wait Staff:** Camel hosted a "Bartenders Ball" in select markets. Anywhere from 300 (Pittsburgh) to 4,000 (New York) guests were invited including bar owners (Camel and Non-Camel clubs), bar staff, modeling agencies and promoters. The evening included open bar, buffet and entertainment.

Product: Club receives at least four (4) cartons of cigarettes a month for customers and bar staff to "sample".

Name Generation: A few times during the year Camel Representatives survey consumers for lighters.

Street Festival Sponsorship: Camel sponsored various street festivals during the summer.

Camel/APA: Camel has coupled with the American Pool Association for a bar/pool program. This promotion runs in at least 22 markets nationwide. Clubs that are part of the APA automatically received a package of Camel branded merchandise (including softgoods, pool balls, pool lights, chalk, etc.).

Camel presented the "Poolatronic" promotion in Charlotte. This 21 and over event featured bands, DJ's and nitro pool.

2070809718



Club Viva!

Deep Jeep Con!

Tangerine

140% Annual Increase in 2001

Venice Cafe
est. 1971 772-5999

VELVET
1301 Washington Ave. 243-8178
The Saturday, 8/1, Red Kamel
and Velvet are proud to present
the return of Chicago's Boom
Resident DJ on Monday's Boom
Boom Boom at Red Dog. His
Chicago house sounds will have
you ready until 1am. Arrive
before 11pm and avoid a cover
\$1 and over.

FIREHOUSE
53-FLAME
7/51, Cop

FIREHOUSE
3221 Olive 52-FLAME
This Friday 7/51. Came and
Firehouse are proud to be... you
St. Louis very own Dr. F... 26
This is your night to go... m
and family in your baby-bake
polyester, double-knit suit. Disco
is in the house and you won't be
disappointed. See you there 31
and over.

3 CICCERO'S
6691 Delmar 862-3811
Corned and Cured
Cicero's Unplugged
Wednesday, 7
local and national
performers
Return For
Cicero's
Hear
This

WICK'S
601 Delmar 802-8500
Carnal and Crozer's are bringing
Carnal's Unapologetic live
Wednesday, 7/20, experience.
local and national acts on stage.
Wednesday, 7/23, at Carnal and
perform acoustic sets on stage.
Resilin Friday, 7/23, at Carnal and
Crozer's present The All and New Orleans.
Crozer's present The All and New Orleans.
Heavenly, a from New Orleans.
This is definitely one of the hottest
acts in the nation today. Don't
miss their unique blend of
samba party blues. It's
what you've been looking
for. 21 and over.

THURSDAY

Twenty North
 20 N. W. 36th St., Suite 200
 Fort Lauderdale, FL 33309
 Tel: 305/555-1234

Way Out Club

3332 Clinton, 625 7610

FRIDAY

Pablo's
 3001 E. 1st St. 528-6056

Hi-Point

1001 McGowan Rd. 781 4716

Tom, Henry, Will, get ready for the night in Ed's
gigs. Superdaddy. They're in a real place
ensuring that you will be seeing much more.
Descend to the lower level for some punch with your
pals. It's always a splendid time at St. Louis. Get into
celebration hood celebration. It's all over.

SIIG JEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

CAMEL LIGHTS RED KAMEL LIGHTS

RED KAMEL LIGHTS: 10 mg. "tar", 0.8 mg. nicotine

CAMEL LIGHTS: 11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

72 THE RIVERFRONT TIMES JULY 29 - AUGUST 4, 1998

CHECK OUT THE RFT ON THE WEB AT WWW.RFTSTL.COM

2070809719

CAMEL LIGHTS

THE OLD CROW

**ROCK-A-BILLY ROUND-UP
ONE YEAR ANNIVERSARY
SUNDAY, DECEMBER 7TH**

Camel and The Old Crow are proud to present the
Rock-A-Billy Round-Up One Year Anniversary on
Sunday, December 7th. Come on down and tilt your glass
in a toast to Lowest Greenville's rockinest watering hole!
A live performance of Hillbilly Café with special guest
THE New HAYSEEDS will keep your body movin'
and groovin! **Must be 21 or older.**

THE OLD CROW 1911 Greenville Ave. • 214-528-2769



SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

Dallas Observer November 27 - December 3, 1987

1/4 PAGE AD
"ANNIVERSARY PARTY"

2070809720

CAMEL LIGHTS

Camel and Tangerine invite you to a celebration of epic proportions
SATURDAY, JUNE 6.
Tangerine's 2nd Anniversary Party

will feature a full-blown Luau inside the club,
with **DJ DARREN SNOW** providing the melody.
Sandals are welcome as you enjoy the sights and sounds of a tropical
paradise, and we'll be roasting a whole pig with all the trimmings to
satisfy that hearty island hunger. There is no cover all night long
and lots of special juicy drinks to quench your thirst! Seating is
MUST BE 21 AND OLDER.



1405 WASHINGTON AVE.
314-621-7335



SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

JUNE 3 - 9, 1998 THE RIVERFRONT TIMES 67

1/4 PAGE AD
"GUEST DJ"

2070809721

CAMEL LIGHTS

11 mg "tar", 0.9 mg nicotine av. per cigarette by FTC method.

Camel presents the first ever,



US Psychobilly weekend festival

at the Bluebird Theater

Don't miss this exclusive engagement with the very best
Rockabilly/Psychobilly bands from around the world!

Doors open at 7PM.

Tickets are \$15 per night & \$20 for both nights.

**Friday, March 27th: Deadbolt, Buddy's Riot, The Hellbillies,
The Unlucky Boys, Nocturnal Ted's & Sin Shakers.**

**Saturday, March 28th: Hayride To Hell, The Barnyard Ballers,
The Klingonz, Los Gatos Locos and The Spectres.**

For more info call the box office or visit our web page at

WWW.THEBLUEBIRD.COM

Bluebird
THEATER

3317 E. Colfax (303) 322-2308

must be 21 or older

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.

1/4 PAGE AD
"MUSIC SHOW"

2070809722

CAMEL LIGHTS

Jay's cafe

3RD ANNUAL HOLIDAY FEAST TUESDAY, DECEMBER 9TH

Camel and Jay's Cafe invite all of our regulars and newcomers too, to the 3rd Annual Holiday Feast, a party with the true spirit of giving on Tuesday, December 9th. Combining a buffet and beverages, live music and dancing! What else could you possibly need? Always remember, at Jay's Cafe, take care of you. Must be 21 or over.

JAY'S CAFE 12941 Elm Street • Dallas, Texas 75244

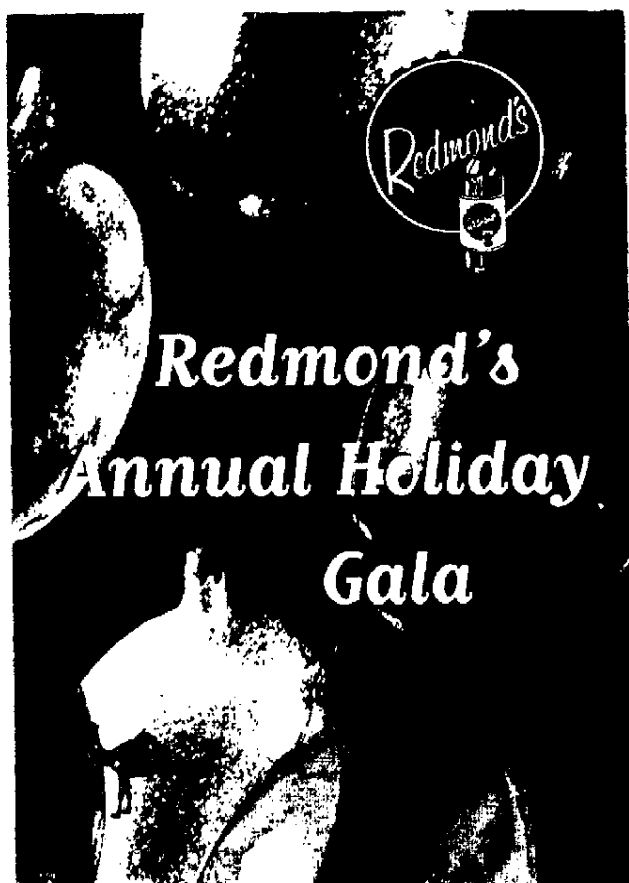
SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



98 Dallas Observer November 27 - December 3, 1997

1/4 PAGE AD
"ANNUAL HOLIDAY PARTY"

2070809723



Redmond's Annual Holiday Gala

CAMEL LIGHTS

11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.



*Redmond's Annual Holiday Gala
on Thursday, December 18th
"Hosts Lindsey, Todd, Sean, John,
Andy and a cast of thousands
invite you to..."*

PTC IN USA



Must be 21 or older.

Redmond's: 3358 N. Sheffield

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

© 1993 R.J. REYNOLDS TOBACCO CO.

2070809724

HOLIDAY PARTY FLYER



CAMEL LIGHTS 11 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.

and The Showbox Lounge present: Pomade—
Bringing you the best in local & national swing,
rockabilly, cowpunk, and all those other alternatives
to alternative. Wednesdays at The Showbox Lounge.
1426 First Avenue, 628-3151

Lighten up a wild night, regardless of how high
your hair stands.

You must be 21 or older to enter.

SURGEON GENERAL'S WARNING: Smoking
Causes Lung Cancer, Heart Disease,
Emphysema, And May Complicate Pregnancy.



PROMOTIONAL FLYER

DO NOT REUSE FOR OTHER PURPOSES

2070809726

ARK

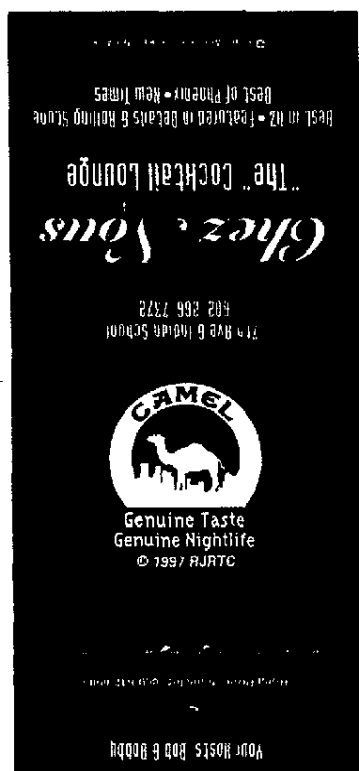
AFTER

**DERRICK
MAY
SASHA + DIGWEEED
STRIP COUTURE
STEVEN LEWIS:
PRINCE OF AFTER DARKNESS**

FREE in cool places

2070809727

SWEATER MAGAZINE COVER



CO-OP MATCHES

2070809728



CO-OP MATCHES

2070809729



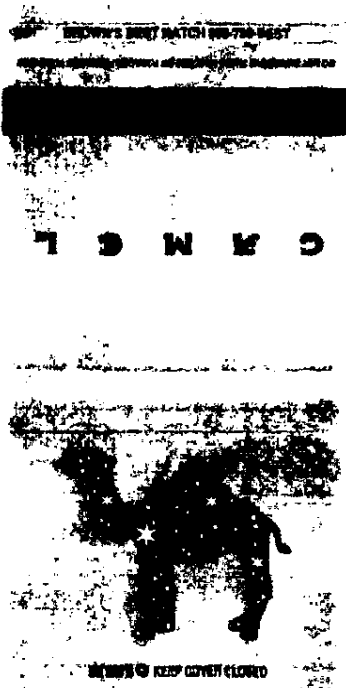
CO-OP MATCHES

2070809730



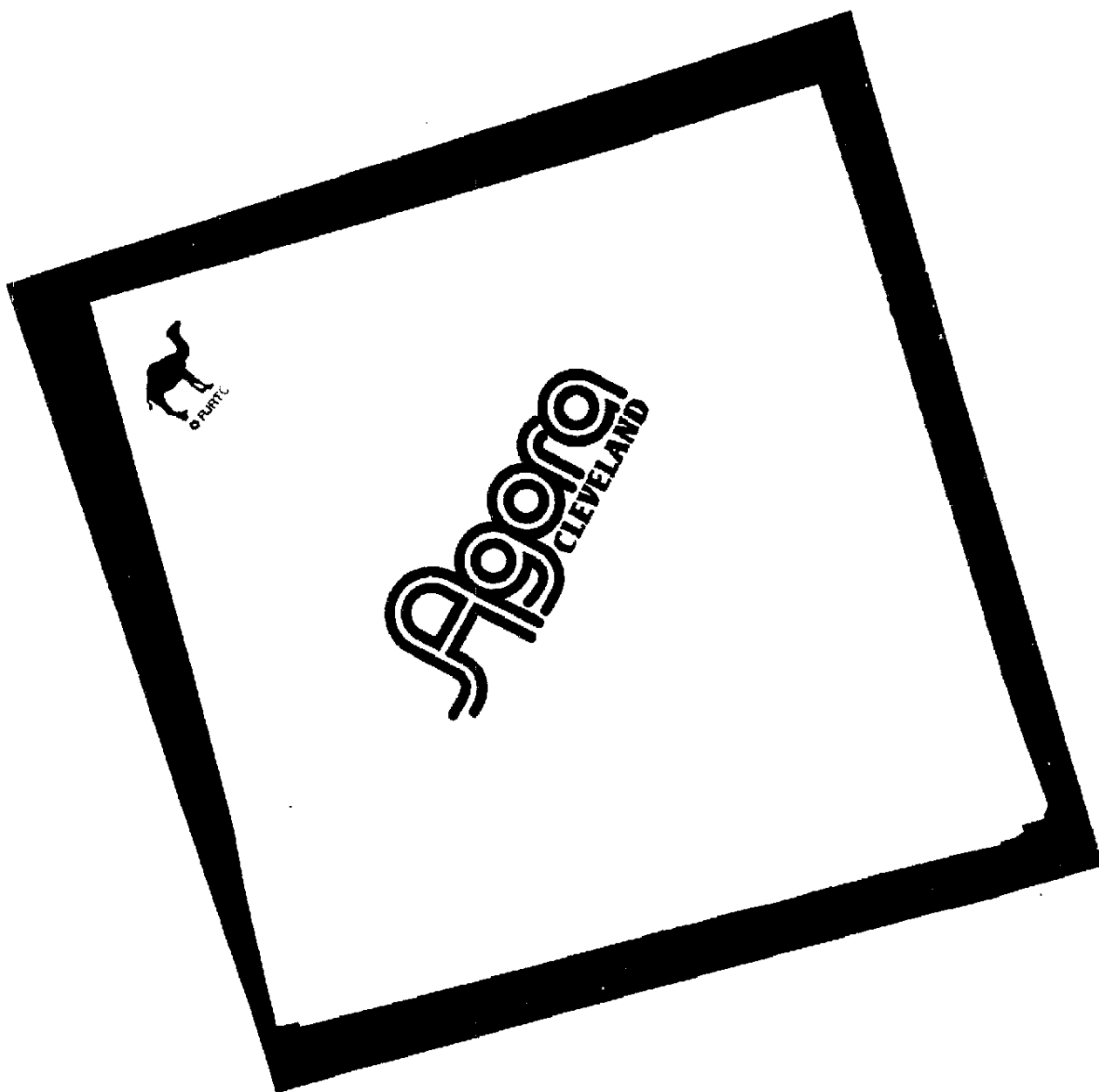
CO-OP MATCHES

2070808731



BRANDED MATCHES

2070809732



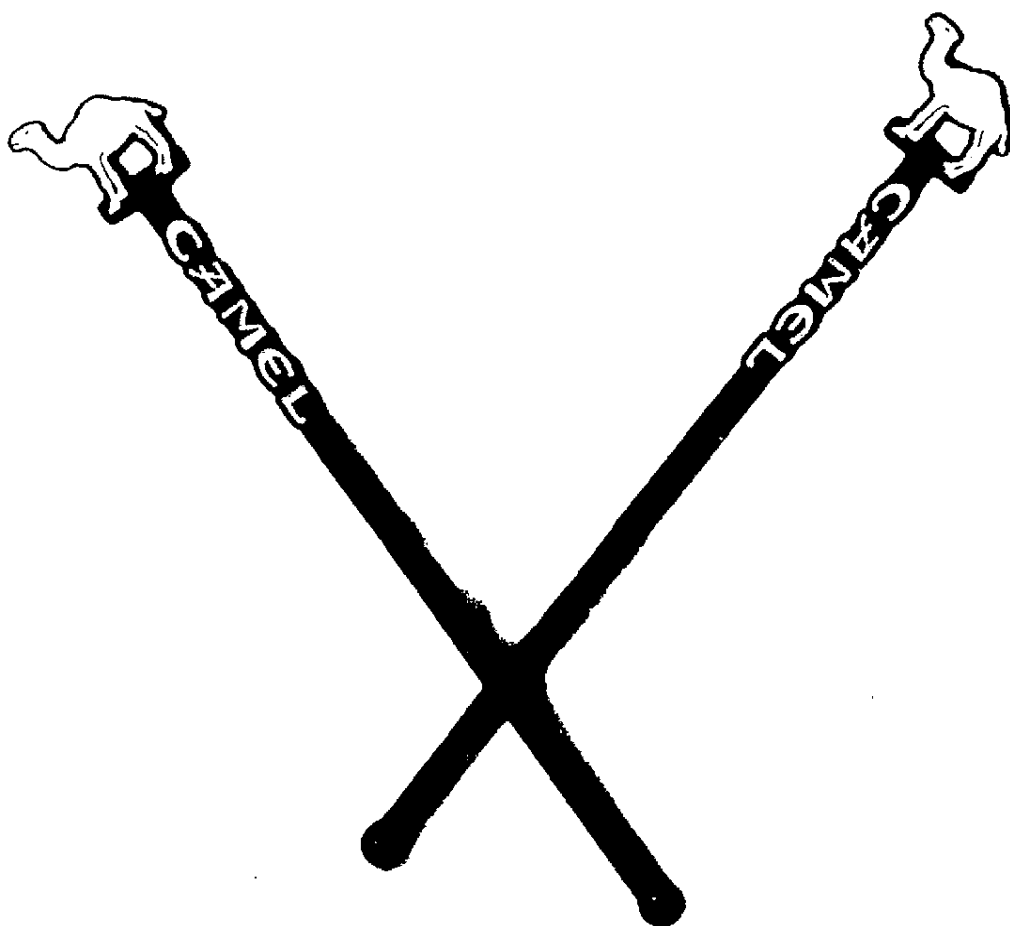
CO-OP NAPKIN

2070809733



CO-OP NAPKIN

2070809734



BEVERAGE MIXER

2070809735



OUTDOOR WALL GRAPHIC

2070809736



WALL GRAPHIC

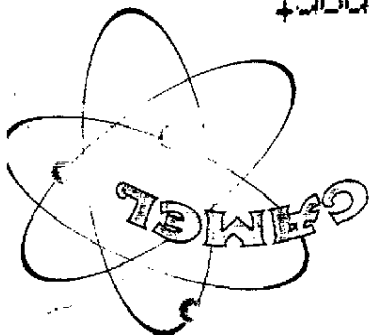
2070809737

2070809738

"COVER"

BARTENDER BALL INVITE

Intergalactic passport



Out-of-the-world libations
provided by...



R.J. Reynolds
MAKERS OF Camel AND Red Camel CIGARETTES,
IN ASSOCIATION WITH K&A MARKETING
PROUDLY PRESENT THE

1997 Intergalactic
Bartenders Ball

COME SWING WITH US IN OUR SPACE-AGE LAUNCH PAD LOUNGE FOR AN OUT-OF-THIS-WORLD EXPERIENCE!

The Mothership touches down in Houston, Texas:

Sunday, November 23rd at

The Houston Club

811 RUSK, HOUSTON

Appearing Live:

Supersuckers

THIS INDUSTRY ONLY EVENT IS OPEN TO HUMAN BARTENDERS, WAITERS, WAITRESSES,
BUS BOYS, BARBACKS, PROMOTERS, DJS, TECHS, DOOR PEOPLE,
MANAGERS, AND OWNERS OF EARTH'S BARS AND CLUBS.

COMPLIMENTARY
LIQUID PLEASURES
AND SOLID
NOURISHMENT

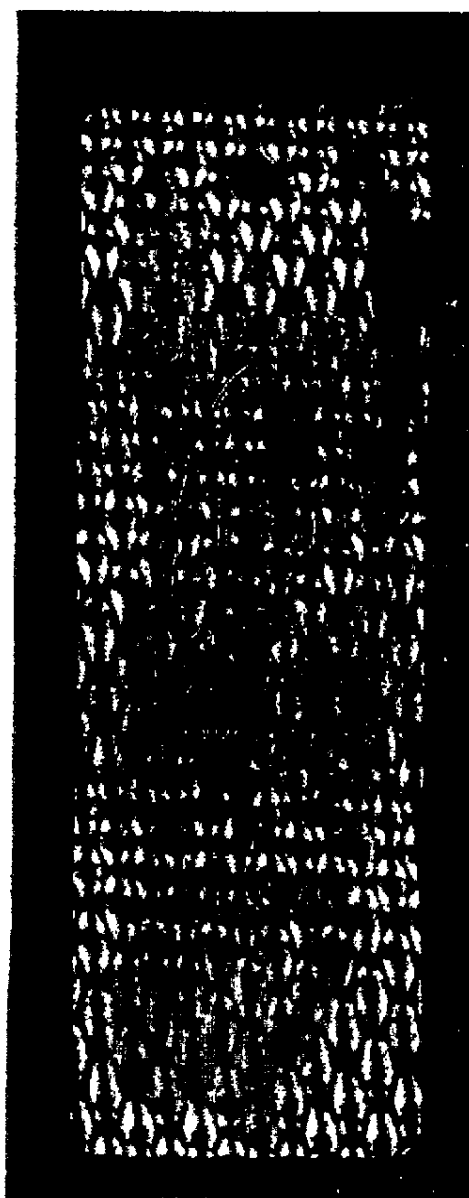
ENCLOSED TICKET IS
ESSENTIAL FOR LINK UP...
THE HATCH OPENS PROMPTLY AT 10PM!

ONLY THOSE
21 EARTH YEARS
AND OVER
WILL BE
ADMITTED.

BARTENDER BALL INVITE

"INSIDE"

2070809739



**BARTENDERS BALL
ADMISSION PASS**

2070809740

11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.



SURGEON GENERAL'S WARNING
Smoke Contains Carbon Monoxide

NAME GEN FORM

sign me up!

name sex: (check one)
☐ m ☐ f

street

city state zip

phone ()

e-mail

employer

this club's name

bar staffer's name

*please fill out the following **required** information to
make sure you don't miss any of our mailings or invitations*

date of birth month day year

mother's maiden name

today's date month day year

☐ I certify that I am a smoker, that I am 21 years of age or older,
and that I want to receive offers, premiums, coupons or free cigarettes
that may be sent to me in the mail or given to me in person.
I understand that giving false information in order to accept these
offers may constitute a violation of law.

signature

mark any/
all that
apply to
your brand: ☐ Milds ☐ Non-filtered ☐ Ultra Lights ☐ Hard pack
☐ Menthol ☐ Lights ☐ Wides ☐ Soft pack
☐ 100's ☐ Mediums

how many times (in your last ten cigarette
purchases) did you buy your usual brand?

second choice brand

2070809741

CAMEL LIGHTS

100 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

Second
Annual

Street Festival

Camel, The Riverfront Times
and the Nightclubs of Washington Avenue

are throwing
the largest summer street festival
in St. Louis.

Tangerine

Sunday, May 24th

at 13th & Washington, downtown.

Velvet

Bands: Dr. Zhivago, New World Spirits,
Vargas, Swing, Trip Diddy's, Pepperland,
and My Blue Life. Plus 3 DJ's!

Time: 1pm-9pm rain or shine.
Must be 21 or older.

galaxy

Featuring: A huge beach area with live Hula Dancers!
A wide variety of libations and food!



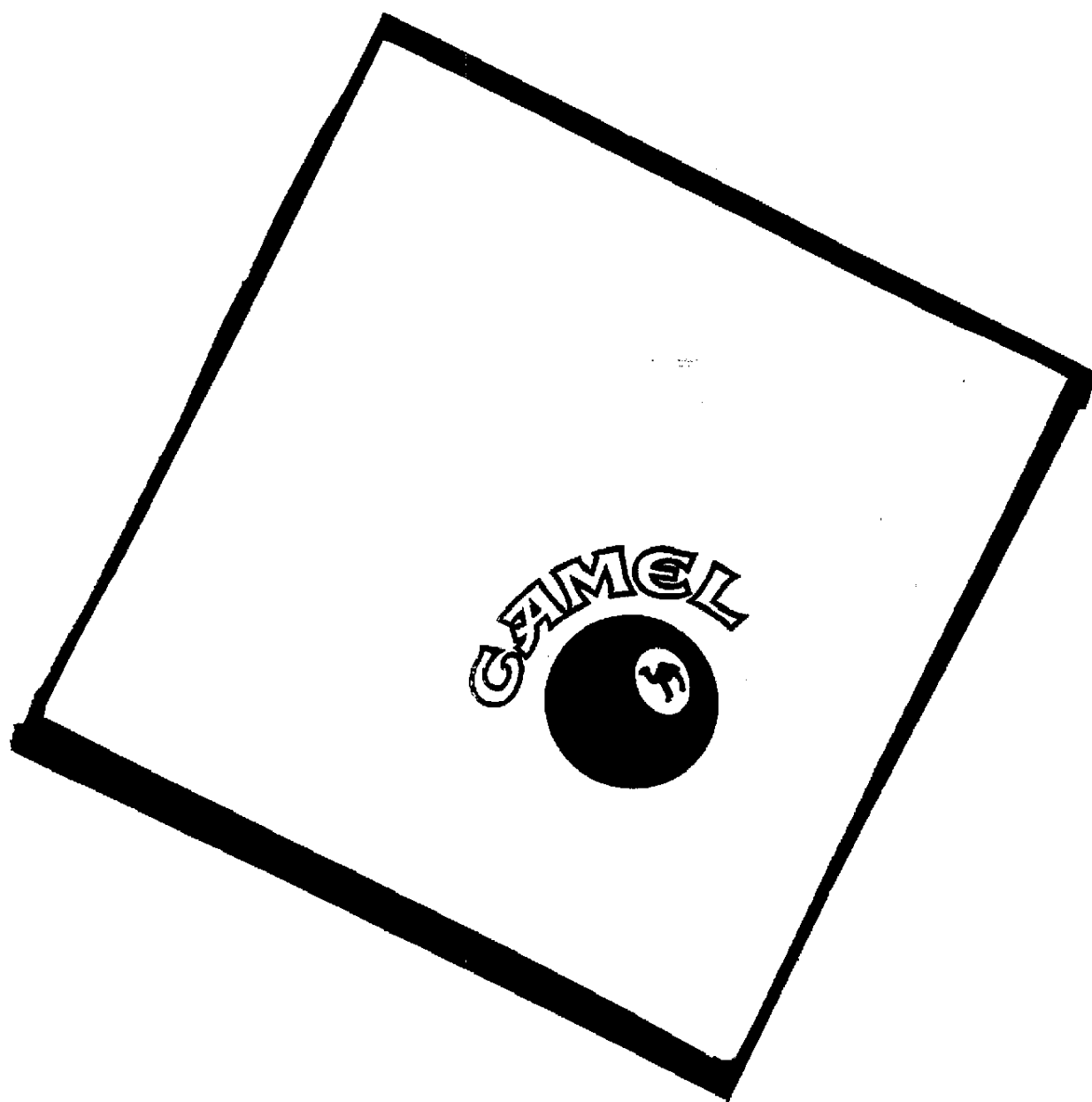
SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

MAY 6 - 12, 1998 THE RIVERFRONT TIMES 99

FULL PAGE AD
STREET FESTIVAL

2070809742

2070809743



APA CAMEL NAPKIN

2070809744

CAMEL POOLATRONIC
Be a ball in the pool

Play behind the eight ball at
Camel POOLATRONIC. Featuring:

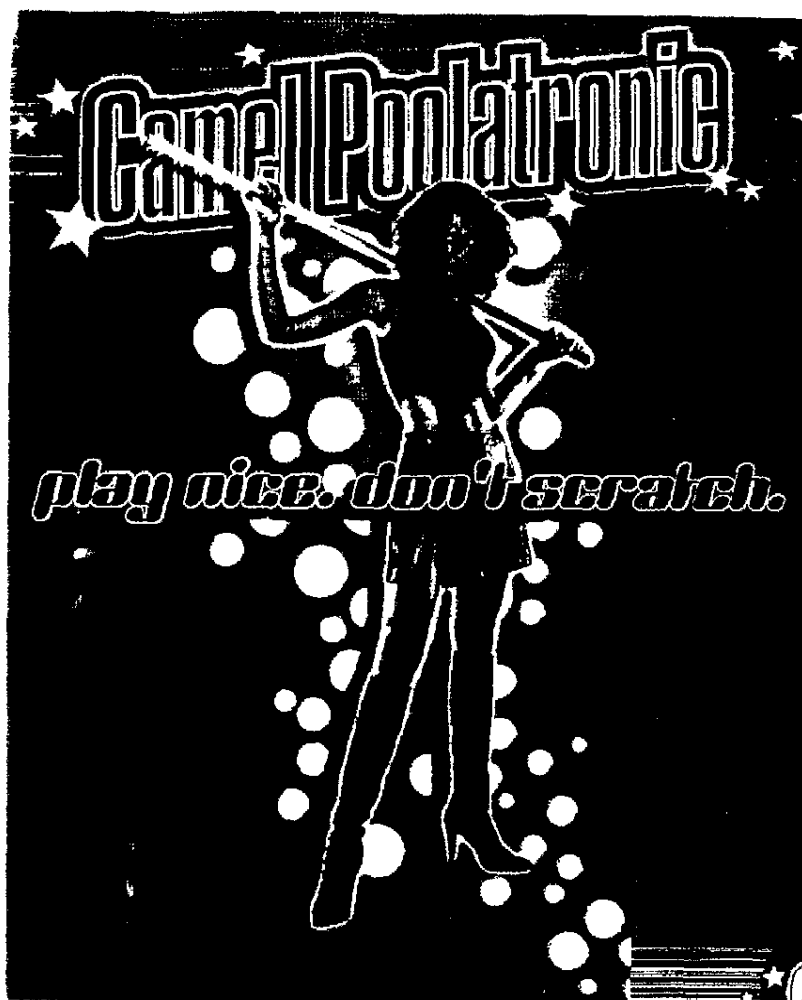
- THE JOHN O'GORMAN BAND
- House DJ
- And introducing NITRO POOL -
Camel's ultraviolet
spin on 8-ball
- Charlotte 10-Ball Open
- Charlotte Merchandise Mart
- Friday, 7/17/98
- 10:00 p.m. till we kick you out
- No cover
- 21 and over only

CAMEL
Lights

Mighty & Tasty!

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

2070809745



2070809746

Camel Poolatronic

- ★ *Make nice with others at* ★
Camel POOLATRONIC.
- Featuring: • *THE JOHN O'GORMAN BAND* • House DJ
- And introducing *NITRO POOL-*
Camel's ultraviolet spin on 8-ball
- *Charlotte 10-Ball Open*
 • *Charlotte Merchandise Mart*
 • *Friday, 7/17/98*
 • *10:00 p.m.-till we kick you out*
 • *No cover • 21 and over only*



*Mighty
Tasty*

11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

POOLATRONIC PROMOTIONAL FLYER

© 1998 R.J. REYNOLDS TOBACCO CO.

PTD/USA



2070809747

PHILIP MORRIS U.S.A.
Competitive Bar/Nightclub Marketing Analysis

BRAND

Winston

PROGRAM ELEMENTS

Cash:	\$2,000 to \$10,000 annually for promotional and product sales.
Music:	Private music parties in select markets. Guests received cash (up to \$50) and at least two free packs of cigarettes.
Soft Goods:	Matches, napkins, ashtrays (plastic and ceramic) and coasters. In some markets soft goods are distributed through the bar vendors rather than through a Winston representative.
Visibility:	Tin signs, banners, back bar merchandisers, bar organizers and neons.
Intercept:	Competitive smokers are offered free packs of Winstons in exchange for packs of competitive brands. Database is not the main focus; in fact, many consumers are not required to complete intercept surveys.
Product:	Each club receives free cartons of Winstons for consumer sampling purposes.

2070809748



WINSTON BAR ESSENTIALS

2070809749



LUCKY STRIKE

Industry Activity

PHILIP MORRIS U.S.A.
Competitive Bar/Nightclub Marketing Analysis

BRAND

Lucky Strike

PROGRAM ELEMENTS

- Cash:** Between \$4,000 - \$30,000 paid in monthly installments or quarterly. Lucky Strike clubs receive a signing bonus during the first month of the relationship (\$1,000). In addition to the initial payment, Lucky Strike also provides a special event subsidy to support clubs' promotional efforts.
- Advertising:** Weekly and bi-weekly advertising on the Lucky Strike page in alternative ROP. Each club is highlighted in the ad with a paragraph.
- Flyers/direct mail to support Lucky Strike sponsored events.
- Soft Goods:** Napkins, matches, plastic cups, pint glasses and ashtrays (ceramic and plastic).
- Visibility:** Retro clock, neon sign, back bar merchandiser, bar organizer, bar mats, pool table lights, pool accessories, server trays, posters, wall murals and floor stickers.
- Product:** Each club receives between 10 - 20 cartons of cigarettes per month. These cigarettes are to be displayed in the BBM and are sold for retail price. The club keeps all revenue generated from cigarette sales. Other brands can be purchased in the club but not displayed in the BBM.
- Events:** Two promotional models swap/trade competitive brands for database information. They also hand out shirts, hats, keychains and lighters to consumers 21 and over.
- Club must host at least one Gibson Guitar Giveaway (\$4,000 value) during the year. Additional advertising runs behind these events.

Presented by Entertainment Marketing, Inc./Chicago

2070809751

**Street Festival
Sponsorship:**

Lucky Strike sponsored various street festivals during the summer. A Gibson Guitar was raffled at a Lucky Strike club's booth during the street festival. Advertising ran in the local alternative newspaper to support the event.

2070809752

Presented by Entertainment Marketing, Inc./Chicago

an AMERICAN ORIGINAL

Original Bars

MUSIC/DANCE BARS

Waterloo

773-929-1300

2270 N. Lincoln

Featuring at Lincoln Park's premiere live music venue:

Friday, May 18-Generation's
Dance Bash

Saturday, May 19-Lightning & Thunder

Tuesday, May 21-Swing

Thursday

COCKTAIL LOUNGES

Club Lucky

773-227-2900

1634 W. Belmont

Backstage's sister property restaurant and cocktail lounge featuring generous servings of traditional Italian food. Close to Lincoln Center, the Loop and by one of their famous "Old Martinis" voted Chicago's Best Private Club Available.



SPORTS BARS

Gamekeeper's

773-227-2900

345 W. Belmont

Chicago's #1 sports bar & grill since 1984. Just minutes from downtown - the heart of Lincoln Park, Gamekeeper's specializes in satellite sports coverage, from domestic to international events. A friendly atmosphere, music and libations make this a sports fan's favorite choice.

Lucky Strike

773-549-8041

2747 N. Lincoln Avenue

Located in the heart of Lincoln Park, the Lucky Strike offers bar patrons a change from the usual place. Eight bowling lanes are the centerpiece of this swanky 1920s art deco facility. In addition to bowling, The Lucky Strike has a pool room with six regulation size pool tables. Menu items include gourmet pizzas and quesadillas, burgers, sandwiches and salads.

Lights Box, 10 mg. "tar", 0.8 mg. nicotine; Box 15 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

©1989 B&W, Inc.

LUCKY STRIKE PRESENTS

We sell the sizzle!

holiday club

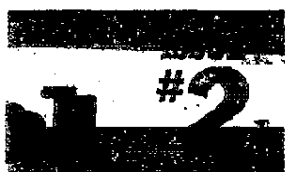
SWINGERS' MECCA

LIVE MAYFEST
LIVE MAYFEST
MAY 15, 1990
10:00 PM - 2:00 AM
FREE ADMISSION
FREE PARKING
FREE MERCHANDISE GIVEAWAYS

Club Lucky
TRADITIONAL Italian Food
Family Style Service
COCKTAIL LOUNGE
OPEN FOR LUNCH

FREE MERCHANDISE GIVEAWAYS!

2070809753



*The Day
Last
Saloon*

THE DEVIL DANCE • 1413 POLK ST. SF • (415) 721-1413

HOLY COW
Holy Cow • 1531 Folsom St., SF • (415) 621-6067
Always a Party - Never a Cover



The Lucky Ones
**Can't Miss
Picks**

Blue Room
647 Valencia St.
San Francisco, CA 94110
(415) 552-7788

500 Club
500 Guerrero St.
San Francisco, CA 94110
(415) 803-2500

Alison
3133 19th St.
San Francisco, CA 94110
(415) 552-8558

Big Heart City
836 Mission St.
San Francisco, CA 94103
(415) 777-0866

Bottom of the NW
1233 17th St.
San Francisco, CA 94107
(415) 626-6815

Cold Water
944 Guerrero St.
San Francisco, CA 94110
(415) 282-6789

Harry Davidson
161 Stuart St.
San Francisco, CA 94108
(415) 882-1333

Jay-N-Bee
2736 20th St.
San Francisco, CA 94110
(415) 824-4190

Lucky 13
2140 Market St.
San Francisco, CA 94114
(415) 487-1313

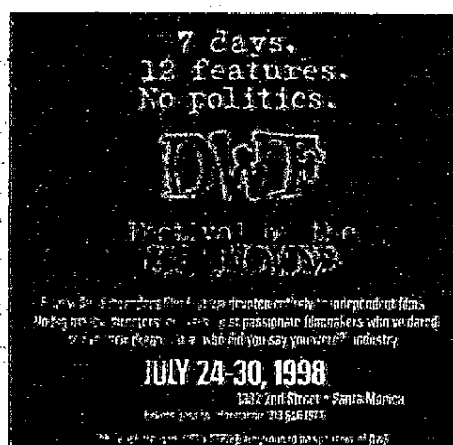
**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

AN AMERICAN ORIGINAL SINCE 1871

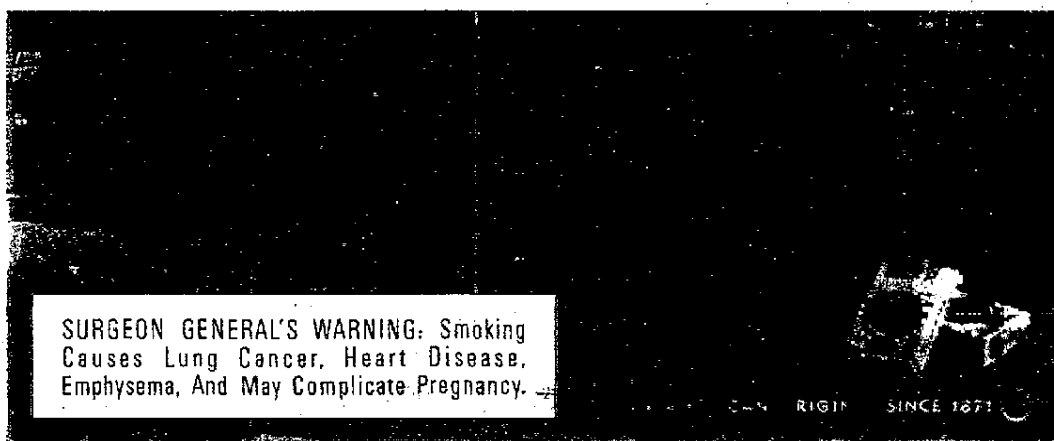
San Francisco Bay Guardian • February 4, 1995 • www.dag.com • SF
PHOTOGRAPH BY ADRIAN F. F. • 1995 • 2-0117 • 100%

FULL PAGE AD

2070809754



● THIS PARTY NEVER SLEEPS ●



LUCKY STRIKE SPREAD

2070809755

WEED STREET

SUMMER

2000

THE FUNKY BUDDHA LOUNGE

312-666-1615

728 West Grand

Goose

island fest

8:00-10:00 pm - Los Lobos

FUNKY BUDDHA

LOUNGE

312-666-1615

728 West Grand

The Funky Buddha Lounge presents:
The Hand Swing - A Jazzie Steppin' Set
Thursday, August 27 from 5 pm to 10 pm

Join Chicago's finest steppin' DJs at
"The Hand Swing" presented by The New
Dance Clubs featuring Herb Kent, Gachele
Coffey and Mario Uomo.

THIS PARTY NEVER SLEEPS

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



AN AMERICAN ORIGINAL SINCE 1911

2070809756



BASH
&
generation *7*

MIAMI, FL 05/30/98 21:15

cordially invite you to

Moche Tropical

Thursday June 4th, 1998

Champagne Reception at 10pm sharp.

special thanks to:

**AN AMERICAN
ORIGINAL** 

BASH

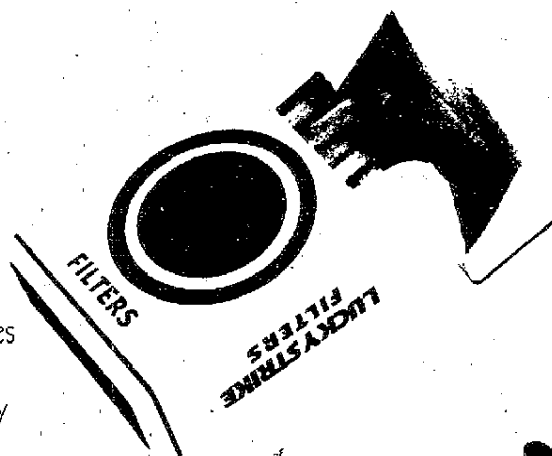
655 Washington Ave. Miami Beach, FL 33138 2274

PROMOTIONAL FLYER

2070809757

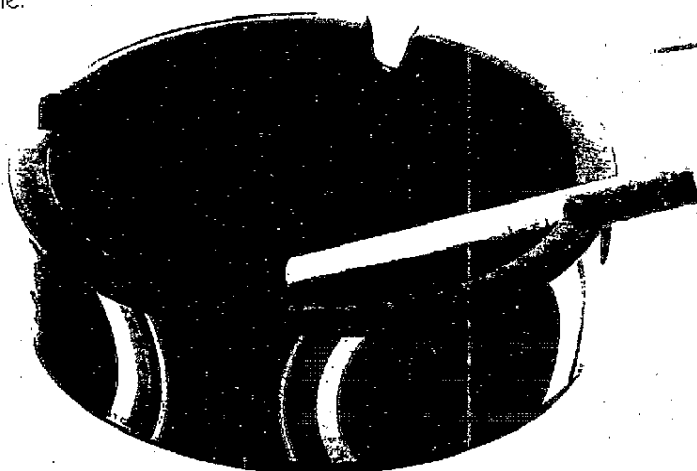
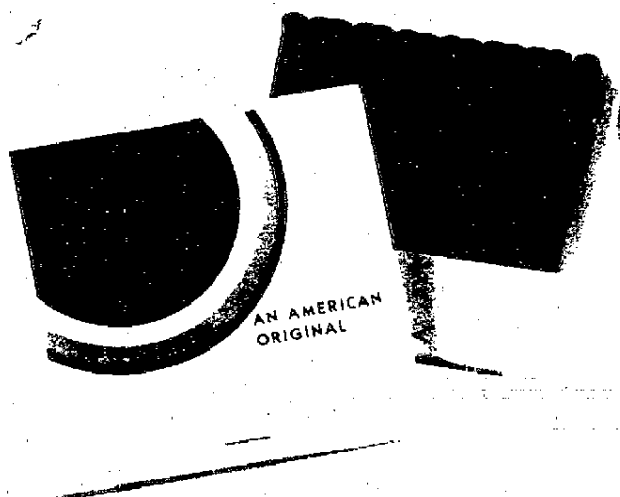
Matches

- Wooden matches in a Lucky Strike replica box. (subject to availability)
- Classic, yet sporty, they're paper matches with the Lucky Strike logo. Everybody's seen them, everybody wants them. They even come in their own display box.



Ash Trays

- You're carrying Lucky Strike, so complete the package with Lucky Strike ash trays. In cool, sleek black, they're heavy-duty and stackable.



SOFT GOODS

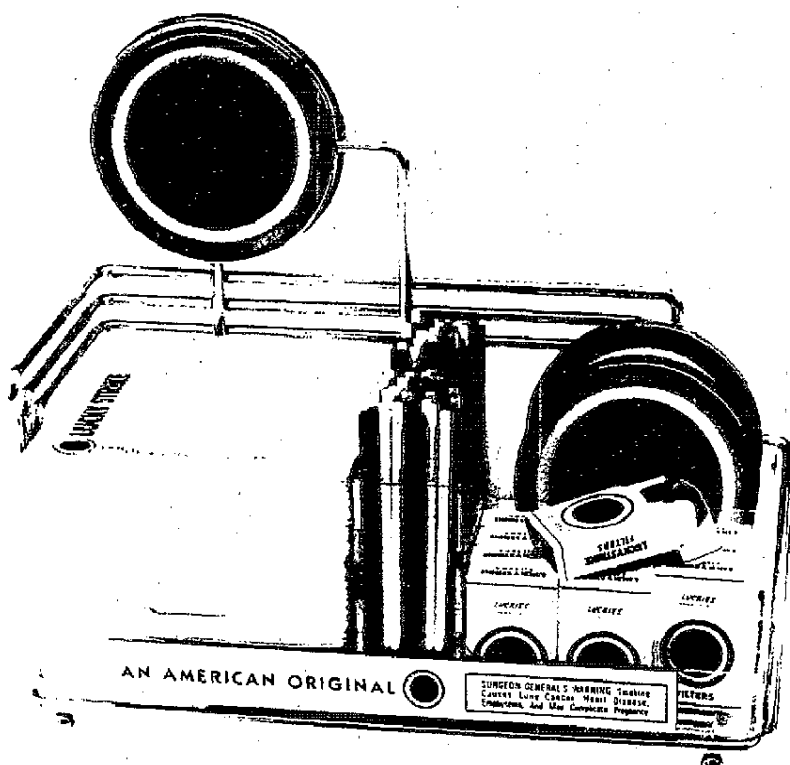
2070809758

Back-Bar Counter Unit

- You can't be showing-off all this Lucky stuff without a taste of the real thing! This back bar counter unit carries plenty of Luckies to keep your customers satisfied and it looks swell, too!

Bar Caddie

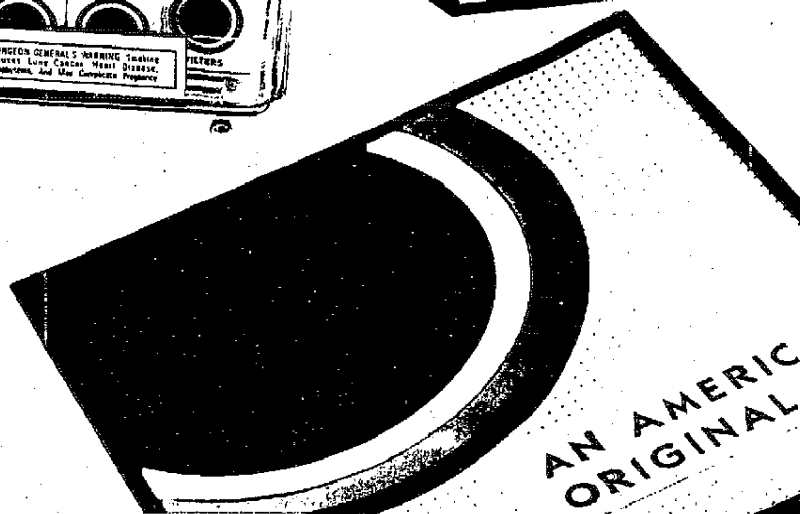
- This is not your average bar caddie. Instead, it's one with the stylish, retro flair of chrome and curves — ideal at the bar or on a table. Everything you need right at your fingertips.



Bar Mat

- Functional and good-looking, this rubber, slip-resistant 13" x 13" mat with contoured top contains drips and keeps your bar area looking neat and clean.

BAR ACCESSORIES



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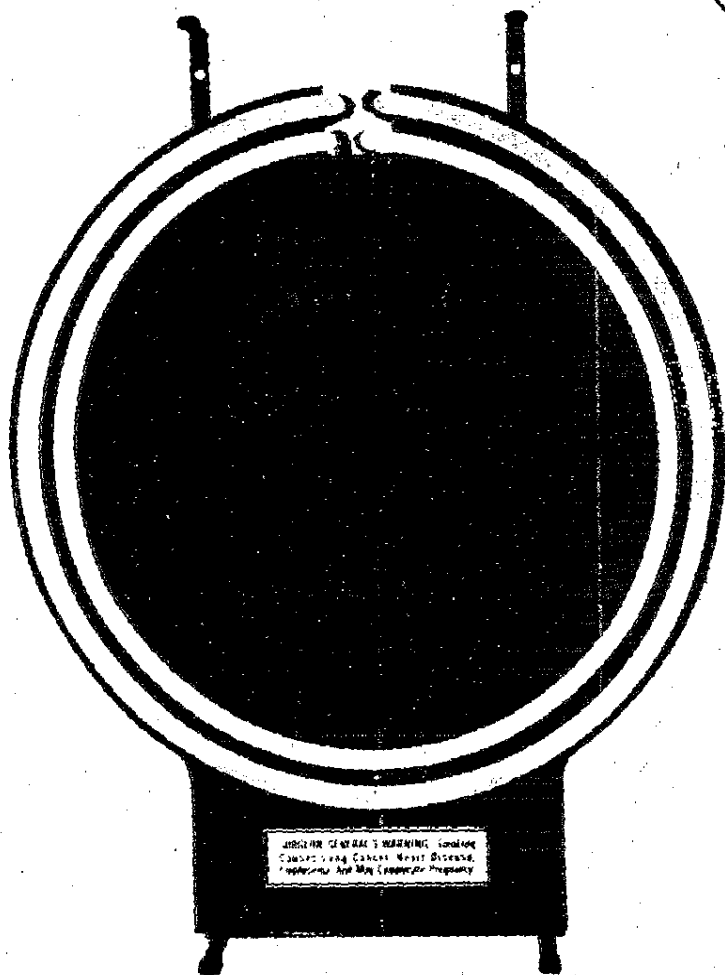
Retro Clock

- Bordered in contoured chrome, the wall-mounted retro clock is just plain classy.

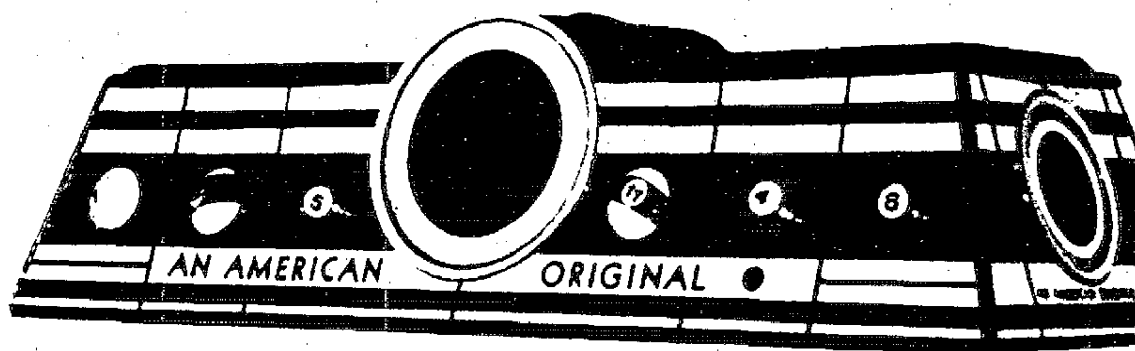


Neon Sign

- Tastefully designed to bring out the classic style of the lucky logo, our neon sign sends out a soothing glow and can hang in a window or stand in the bar area.



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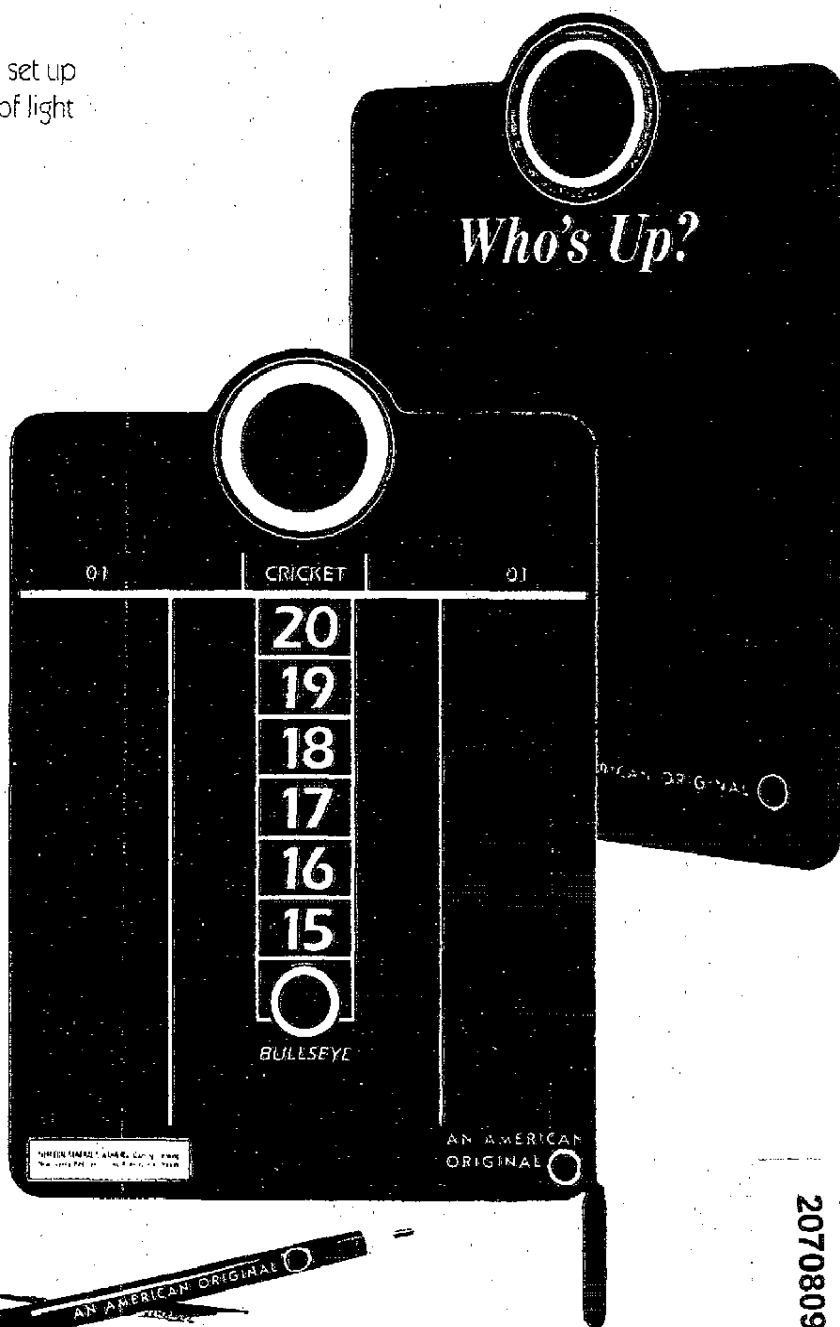


Pool Table Light

- This light will complete your pool table set up while offering players the right amount of light to get off a good shot.

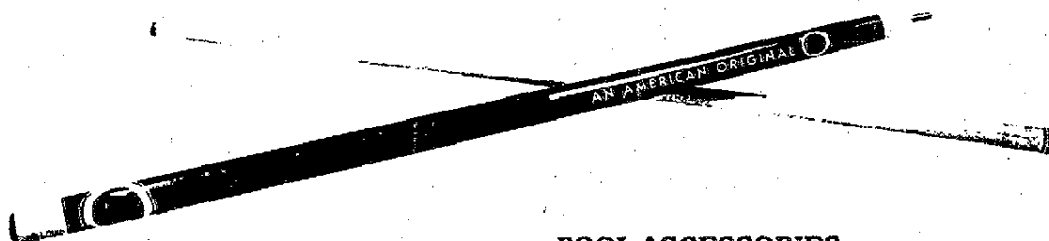
Darts and Pool Scoreboards

- To keep your players happy, these are an absolute must. They're easy to write on, easy to wipe off, have a chalk shelf and are extremely durable.



Lucky Pool Cue

- Every shot is a Lucky one with this pool cue. Sleek and sporty with the Lucky Strike and American Original logos, it'll be very popular with your stick shootin' crowd.



POOL ACCESSORIES

2070809761

Chicago's Best Summer Events



CANADIAN NATURAL SPRING WATER
NAYA

BELMONT ARTS & MUSIC FESTIVAL

Fine Art • Crafts • Live Music • Unique Eats & Drinks

ON BELMONT BETWEEN CLARK & SHEFFIELD
This Sat & Sun, July 18 & 19, 11am-9pm



SAT JULY 18	SUN JULY 19
<i>Budweiser/Ann Sather Stage</i> ZOOGENIC 12:30pm-1:30pm VELVET JONES 2:00pm-3:45pm DOMESTIC PROBLEMS 3:45pm-5:00pm THE PENTHOUSE PLAYBOYS 5:30pm-6:45pm 6:45pm-9:00pm	<i>Budweiser/Ann Sather Stage</i> AMAZING HEADGEAR 12:30pm-1:45pm LIBIDO FUNK CIRCUS 2:15pm-3:30pm MICHAEL SERAFINI 4:00pm-5:15pm BOBBY JORDAN 5:45pm-7:00pm
<i>Loop/Lucky Strike Stage</i> LIZ CONANT & FAREED HAQUE 12:30pm-1:00pm 6:30pm-7:30pm MISS MIDORE & THE COCKTAIL KINGS 3:00pm-4:00pm JESSE SCINTO & THE DIGNITARIES 4:30pm-5:30pm HELLO DAVE 6:00pm-7:15pm DREAD ZEPPELIN 7:45pm-9:00pm	<i>Loop/Lucky Strike Stage</i> BOPOLOGY 12:30pm-1:30pm 6:00pm-7:00pm RHYTHM ROCKETS 7:30pm-8:45pm MIKE & JOE 9:30pm-1:00am SOUTHERN CULTURE ON THE SKIDS 7:30pm-8:45pm
<i>Berlin DJ Stage</i> KEVIN LOFTUS 11:00am-1:00pm DJ DION 1:00pm-3:00pm GREG HAUS 3:00pm-5:00pm ROBERT CORNELIUS 7 Featuring members of POI DOG PONDERING 5:00pm-7:00pm WILLIAM DARKE CIRCUS 7:00pm-9:00pm	<i>Berlin DJ Stage</i> HARK KELLY 1:00am-1:00pm TERI BRISTOL 1:00pm-3:00pm SAMNATION 6:00pm-9:00pm DJ DION 9:00pm-1:00am GREG HAUS 7:00pm-9:00pm

Slippery smooth and in the groove... from Chapel Hill NC
Southern Culture on the Skids

From Memphis to the Misty Mountains
Dread Zeppelin

Robert Cornelius 7
Featuring members of
Poi Dog Pondering

Chicago's best local DJ's including:
GREG HAUS
TERI BRISTOL
MARK KELLY
DJ DION
KEVIN LOFTUS
AND MORE!
on the **BERLIN DJ Stage** at
Belmont & Sheffield

WILLIAM DARKE
PETER CROCK & FRANKLIN

Travel Information
312-838-7000
MIDWEST AREA - 0000

Chicago Sun-Times

For more info call (773) 868-3010 or visit www.chicagoevents.com

2070809762

STREETFEST SPONSOR

KOOL Industry Activity

2070809763

PHILIP MORRIS U.S.A.
Competitive Bar/Nightclub Marketing Analysis

BRAND

KOOL

PROGRAM ELEMENTS

Soft Goods: Matches, napkins and plastic ashtrays

Visibility Items: Bar organizers, posters and table tents

Events: *The KOOL Racing Challenge* – Racing Simulators are brought into the clubs on specific dates. Those who participate win KOOL T-shirts, hats, tickets to the race and other promotional items. Clubs receive posters and banners with event information pre-printed. KOOL promotes each event with advertising in local alternative papers.

Band to Band Combat – KOOL was a sponsor of the H.O.R.D.E. (Horizons of Rock Developing Everywhere) Festival this year. Prior to the tour, KOOL hosted competitions in 30 clubs across the country to find bands to perform on the Second Stage at H.O.R.D.E. Festival. Winners of the Band-To-Band Combat played at KOOL venues in their markets. During "Band Night" consumers filled out surveys to win CD's, KOOL promotional items and H.O.R.D.E. tickets. Advertising in the local alternative newspaper supported these shows.

2070809764

The logo for IB KOOL features the letters 'IB' in a large, bold, white sans-serif font. Below 'IB', the word 'KOOL' is written in a smaller, white, stylized sans-serif font. The entire logo is set against a dark, textured background that resembles a close-up of a film grain or a rough surface.

Source: <https://www.industrydocuments.ucsf.edu/docs/yjpx0003>

TAKE THE

KOOL

**RACING
CHALLENGE**

Experience
full-throttle
excitement in the

KOOL Racing Simulators at

DATE	LOCATION	TIME
5/8	KICK'S 660 Maryville Center Dr., St. Louis	8:00 p.m. to 10:00 p.m.
5/9	COWBOY'S 2443 Wittenburg Rd., New Baden, IL	9:00 p.m. to 1:00 a.m.
5/14	PANAMA RED'S 1909 Locust, St. Louis	5:00 p.m. to 9:00 p.m.
5/14	MARYLAND YARD'S 2033 Dorsett Village Center, Maryland Heights	8:00 p.m. to 12:00 a.m.
5/15	BIG TEXAS 3415 N. Lindbergh, St. Louis	9:00 p.m. to 1:00 a.m.
5/15	BOBBY'S NIGHTCLUB 6000 Old Collinsville Rd., Fairview Heights, IL	9:00 p.m. to 1:00 a.m.
5/16	MAGGIE O'BRIAN'S 2000 Market, St. Louis	10:00 p.m. to 2:00 a.m.
5/16	SHATZE'S 2301 E. Main St., Belleville, IL	9:00 p.m. to 1:00 a.m.
5/20	AMERICA'S PUB 621 West Port Plaza, St. Louis Come meet Team KOOL Green Driver Paul Tracy from 8:00 p.m. to 9:30 p.m.	8:00 p.m. to 12:00 a.m.
5/21	OZZY'S SPORTS BAR 645 West Port Plaza, St. Louis	8:30 p.m. to 10:30 p.m.
5/22	SYBERG'S 2211 Market St., St. Louis	8:00 p.m. to 12:00 a.m.
5/23	JOE HANON'S 1-270 at Dorset Rd., St. Louis	8:00 p.m. to 12:00 a.m.
5/23	SHATZE'S 605 Berkshire, East Alton, IL	9:00 p.m. to 1:00 a.m.

Test your limits.

Climb into the cockpit of our
CUTTING-EDGE RACE SIMULATOR
and experience life in the fast lane.

Race to the finish
and you could WIN
KOOL Racing Merchandise!

Race Tickets Awarded Each Night.

KOOL 100% 17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method.



©1998 B&W T Co.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

MAY 6 - 12, 1998 THE RIVERFRONT TIMES 65

1/2 PAGE AD

2070809766

42

THE STRANGER MAY 7, 1998

2070809767

Band to Band

KOOL Brings you Bands That Rock — for FREE!

Fill this in, get one CD now and we'll send you another one soon

You must be 21 or older

Please Print

Name _____

Address _____

City _____

State _____

Zip _____

Phone (____) _____

Are you a smoker? ☐ Yes ☐ No

If yes:

Current Cigarette Brand? _____

Check one: ☐ 1 Non-Menthol ☐ 1 Full Flavor ☐ 2 Kings

☐ 2 Menthol ☐ 2 Lights ☐ 3 100's

☐ 3 Ultra Lights ☐ 4 120's

I want to receive valuable cigarette coupons, branded premiums and/or other promotional offers in the mail. ☐ Yes ☐ No

Birth date ____/____/____
month day year

Sex M F
Male Female

NOT VALID WITHOUT A BIRTH DATE & SIGNATURE

By signing, I certify that I am at least 21 years old. I understand that giving false information to qualify for these offers may violate the law.

Please

Sign Here **X**

199844P00023

KOOL 100's, 16 mg. "tar", 1.2 mg. nicotine,
av. per cigarette by FTC method

© 1998 B&W T Co.-3

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

H.O.R.D.E. FESTIVAL